

NIA 24[®]

Niacin-Powered Skin Therapy

PreDamage.
PostDamage.
UnDamage.

24-Hour Prevention, Repair and Protection

What is NIA 24[®]?

Repair is never as good as prevention, particularly in skin care. Tap into skin's own self-protective powers 24-hours a day with patented NIA 24[®]—the first inside-out topical Niacin-Powered skin barrier-builder.

Inside, this patented MicroNutrient Delivery system brings a continuous-release form of Niacin to skin. Outside, skin's barrier is restored and signs of damage dramatically reversed.

Designed like a medical protocol in three courses of action—pre-damage action, pro-active repair, and an antidote to diagnosed problems—this system works together to prevent, repair and fight signs of damage deep in the skin.



What does MicroNutrient Delivery mean?

MicroNutrient Delivery allows ingredients known to be beneficial to go beyond topical application, penetrating the epidermis in a slow, continuous-release, allowing time for the molecule to bio-convert to its working form.

Who's it for?

NIA 24[®] is ideal for any patient, both female and male, who sees—or doesn't want to see—the premature signs of aging, from lines to age spots. As a skin strengthener, it's also a necessary companion for those undergoing serious skin care or procedures.

When your skin needs it:

- Sun Damage
- Hyperpigmentation
- Actinic Keratosis
- Atopic skin susceptible to skin problems

When your skin demands it:

- Using retinols or other skin care products containing AHAs.
- Receiving chemical peels, microdermabrasion, laser therapy and/or other resurfacing treatments

NIA 24[®] and your skin.

NIA 24[®] products were extensively tested for skin compatibility, allergic response, efficacy and were also proven to be non-comedogenic.

By nature, Niacin increases circulation to help generate more vital cellular regeneration. You may feel a warmth or blush upon first application. This is proof that Pro-Niacin[®] is hard at work to help stimulate natural repair processes to renew healthy skin cells, energize skin to promote healthy skin function and a more vital appearance, and to strengthen the skin barrier for overall resilience and improved damage resistance. As your skin barrier increases, absorption will stabilize and blushing should subside.

While some patients will experience products differently than others, more sensitive skins often require 7 to 10 days of adjustment to a new regimen.

If skin changes behavior in that time, consider an introductory regimen, slowly adding products every other day with a light application, gradually increasing use until the full regimen is incorporated over 10 days.

The results are worth the wait.

Some may experience:

First Blush

A warming sensation that can lead to redness or irritation. Follow an introduction regimen and apply a cool compress to soothe skin (see 'NIA 24[®] and your skin' section noted above).

Initial Breakout

As skin adjusts, a breakout may occur due to temporarily increased sebaceous activity. If this happens, follow the recommended introductory regimen (see 'NIA 24[®] and your skin' section noted above).

Dryness

Depending on environmental and dermal moisture levels, skin can experience increased dryness. The barrier's ability to retain moisture and resist damage inside can make surface skin feel dry. Following NIA 24[®] products with a non-active moisturizer can help.

Ask your Doctor about NIA 24[®]

Gentle and beneficial for nearly every patient, NIA 24[®] products are a necessary daily protocol for those choosing the most effective treatment regimens or procedures, as well as anyone with a history of sensitized skin or even sun worship. For further information on NIA 24[®] products visit the website at www.NIA24.com.

Proof that it works.

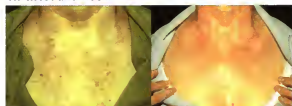
The Pro-Niacin® molecule breakthrough is the result of 25 years of research into cellular DNA damage in the formation of cancer. So beneficial, it's been chosen by the National Cancer Institute for development as a potential skin cancer prevention agent.

Skin's better outside.

In clinical studies, patients see dramatic differences in just 90 days:

- 90% reduction in hyperpigmentation
- 82% improved skin texture
- 81% increased skin smoothness
- 80% improved skin tone
- 68% reduction in fine lines & wrinkles
- 53% improved firmness

Improvements in hyperpigmentation and wrinkles on chest and neck.



Day 0 **6 months**
Regimen included 2 months use of Pro-Niacin® alone followed by Pro-Niacin® and 4% hydroquinone treatment for an additional 4 months

Reductions in rosacea-like redness and evening of skin tone.



Day 0 **Day 84**

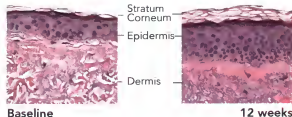
What you'll see. What you'll stop seeing.

- Improve the appearance of hyperpigmentation, sun damage and brown spots.
- Reduce the appearance of fine lines & wrinkles.
- Improve skin tone, texture & firmness.
- See stronger skin with a better self-defense against the visible signs of sun damage and moisture loss.

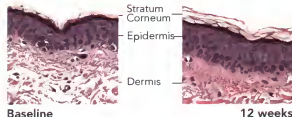
Skin's stronger inside.

In 12 weeks, skin biopsy analysis shows skin is stronger, firmer and healthier looking with greater integrity. Skin barrier is improved with a stronger stratum corneum and epidermal layers, as well as a tighter cellular matrix.

Patient 1 biopsy



Patient 2 biopsy



Improvements in chin and jaw firmness, reduction in hyperpigmentation.



Day 0 **Day 80**

Pro-Niacin® works continuously and its results are proven to:

- Help stimulate natural repair processes to renew healthy skin cells.
- Energize skin to promote healthy skin function and a more vital appearance.
- Strengthen the skin barrier for overall resilience and improved damage resistance.

How does it work?

By stimulating skin's natural barrier function, NIA 24® builds stronger, better skin that's more resilient and resistant to damage. By improving the skin's barrier function, overall skin tone and texture improve. NIA 24® reduces the appearance of visible brown spots, hyperpigmentation and lines specifically associated with sun damage. Without it, skin falls prey to daily sun and environmental stresses that slow skin's self-protective function and speed the visible signs of aging.

This special form of Pro-Niacin® delivers immediate and residual benefits, as well as continuous dermal-delivery of Niacin without vasodilation and photosensitivity.

Why does it work?

During research partially funded by the National Institutes of Health, scientists identified an important role for the active form of Niacin in how cells respond to genetic damage. NIA 24® introduces that breakthrough: patented Pro-Niacin®.

While Niacin is used in other products on the market, Pro-Niacin® is the first and only patented Niacin molecule that converts to its active form to regenerate skin cell layers.

How are NIA 24® products different?

NIA 24® products are the only comprehensive, science-based protocol to take every action—preventative, Pro-active and corrective. Containing Pro-Niacin®—a patented, continuous-release system of Niacin—NIA 24® products were born from science and developed with funding from the National Institutes of Health and clinically researched at the University of Arizona Cancer Center. NIA 24® technology is so advanced, it holds 14 patents.



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866-NIADYNE (642-3963) www.NIA24.com
Made in the USA



Intensive Recovery Complex (50mL / 1.7 FLUID OZ)

This rich cream delivers intensive moisturization and helps to activate skin's own regenerative powers. Skin looks fuller and firmer by locking in multi-level moisture, while minimizing transepidermal water loss.

Intensive Recovery Complex

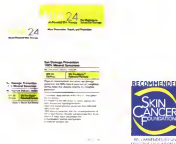
- Continuous, deep delivery of Pro-Niacin® strengthens the skin barrier.
- Pro-Niacin® is clinically shown to visibly improve skin tone, texture and hyperpigmentation.
- Sodium Hyaluronate penetrates and locks in moisture for enduring hydration and plumping effects.
- Licorice Root Extract refines and brightens skin tone.
- Barley and Tomato Complex improves hydration and reduces transepidermal water loss.
- Liposome Complex of vitamin A, C & E derivatives protects against damaging free radicals.
- Ceramide 2 helps reduce transepidermal water loss and enhance the skin barrier.
- Dermaxyl™ Peptide and Ceramide 2 stimulates repair, smooths lines and helps to restore skin barrier.

Application and Usage:

Use in the morning or at night as needed. Apply a small amount on face and neck. Avoid eye area.

Ingredients: Water (Aqua), C12-15 Alkyl Benzoate, Caprylic/Capric Triglyceride, Methyl Nicotinate, Glycerin, Pantothenyl Tetraacrylate/Tetrapalmitate, Butyrospermum Parkii (Shea Butter), C12-20 Acyl PEG-8 Ester, Butylene Glycol, Glyceryl Stearate, Squalene (olive derived), Ethylene/Acrylic Acid Copolymer, Dimethicone, Tissue, Acrylamide/Sodium Acrylate/dimethylacrylate Copolymer, Mergens India (Mango) Seed Butter, Ceramide 2, PEG-10 Biphenyl Sterol, Palmitoyl Oleate, Saccharide Isomerate, Isohexadecane, Sodium Hyaluronate, Hexyldecyl, Ceramide 3, Hydrolyzed Wheat Germ, Carotene Silicate (Lipid Bead), Hardem (Deionized) Barley Extract, Liposomium (Tomato) Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Potassium Citrate, Phosphate, Tissue Valgum (Wheat) Germ Extract, Saccharomyces Cerevisiae Extract, Cola Narda Seed Extract, Paulownia Cupana Seed Extract, Hex Paniguerens Leaf Extract, Biobabol, Phospholipids, Tocopheryl Acetate, Retinyl Palmitate, Ascorbyl Palmitate, Polysorbate 80, Myristica Fragrans (Nutmeg) Kernel Extract, Xanthan Gum, BHT, Cholesterol, Disodium EDTA, Phenylthiohydant, Methylparaben, Propylparaben

Dermaxyl™ is a trademark of Sederna, Inc.
Covered by US Patents 6337065, 6552050, 6464992



Sun Damage Prevention 100% Mineral Sunscreen SPF 30 (75mL / 2.5 FLUID OZ)

Physician recommended duo-action sun damage prevention and 100% mineral sunscreen in a weightless, oil-free lotion that absorbs instantly for complete protection.

Sun Damage Prevention 100% Mineral Sunscreen SPF 30

- Continuous, deep delivery of Pro-Niacin® strengthens the skin barrier.
- Pro-Niacin® is clinically shown to visibly improve skin tone, texture and hyperpigmentation.
- Advanced, broad spectrum protection from UVA/UVB ultra-violet rays.
- 100% physical sunscreen with the mineral protection of micronized Titanium Dioxide and micronized Zinc Oxide.
- Vitamin E helps repair and protect skin.
- Alpha Bisabolol soothes and hydrates.
- Suitable for sensitive skin.

Application and Usage:

Use in the morning and throughout the day as needed. Apply a small amount on face and neck. Can be used on cleansed skin or over a moisturizer. Apply prior to sun exposure. Reapply as needed or after towel drying, swimming or perspiring. When applying, avoid the eye area.

Warnings: For external use only. When using this product, keep out of eyes. Rinse with water to remove. Stop use and ask a doctor if rash or irritation develops and lasts. For children 6 months of age or under, consult a doctor prior to use. **Keep out of reach of children.** If swallowed, get medical help or contact a poison control center right away.

Active Ingredients: Titanium Dioxide - 9.40%, Zinc Oxide - 3.16%

Inert Ingredients: Cycloheximide, Water (Aqua), Ethyl, Octyldodecyl Neopentanoate, Methyl Nicotinate, Zea Mays (Corn) Starch, Stearic Acid, Polydimethylsiloxyl Dimethicone, Neopentyl Glycol Diheptanoate, PEG/PPG-18/18 Dimethicone, PEG-12 Dimethicone, Tocopheryl Acetate, Myristica Fragrans (Nutmeg) Kernel Extract, Caprylic Glycol, Methocel, Benzotriazole, Cyclohexyl Alcohol, PEG-10 Dimethicone, Butylal, Aluminum Hydroxide, Disodium EDTA, 1,5,5,9-Tetramethyl-13-Oxotricyclodecane, Malol, Pantothenol, Dimethiconol, Polyethylene-11, Methylhydroxydisiloxane, Phenylthiohydant, Citronellol, Eugenol, Geraniol, Isoeugenol, Limonene, Linalol

Covered by US Patents 6337065, 6552050, 6464992



Sun Damage Repair for Décolletage and Hands (150mL / 5 FLUID OZ)

This nutrient-rich cream delivers intense moisture while it improves the appearance of photo-damage on the décolletage, shoulders and hands. Age spots and discolorations visibly diminish with a proven brightening complex.

Sun Damage Repair for Décolletage and Hands

- Continuous, deep delivery of Pro-Niacin® strengthens the skin barrier.
- Pro-Niacin® is clinically shown to visibly improve skin tone, texture and hyperpigmentation.
- A brightening complex containing Licorice, Mulberry and Bearberry extracts plus Luna-B White helps reduce hyperpigmentation and imperfections.
- Potent antioxidant White Tea neutralizes free radical activity to help prevent future damage.
- Squalene—an olive derivative—delivers lasting hydration for soft, supple skin.
- Olive and Borage Oils deeply condition and replenish.
- Pro-Vitamin B5 nourishes and protects.

Application and Usage:

Apply morning and night. Smooth on or spot treat décolletage, shoulders and hands. May also be applied to other areas of the body showing signs of sun damage. Avoid contact with eyes.

Ingredients: Water (Aqua), Ethyl, Cyclopentasiloxane, Butylene Glycol, Glycerin, Cetearyl Alcohol, Methyl Nicotinate, Ethylhexyl Hydroxyacetate, Di-PPG-3 Methyl Ether Aspartate, Isocetyl Stearate, Potassium Citrate, Phosphate, Olea Europaea (Olive) Fruit Oil, Cerothra Berries (Evening Primrose) Root Extract, Arctostaphylos Uva Ursi Leaf Extract, Glycyrrhiza Glabra (Licorice) Root Extract, Morus Alba (Berk) Extract, Camellia Sinensis Leaf Extract, Tocopheryl Acetate, Squalene, Borage Officialis (Borage) Seed Oil, Zea Mays (Corn) Starch, Ascorbyl Palmitate, Tocopheryl, Panthenol, Dimethicone, Cetyl Ester, Hydrogenated Palm Glycolates, Citronellol, 20, Carbomer, Allantoin, Myristica Fragrans (Nutmeg) Kernel Extract, Caster Isopropyl Succinate, Isosorbate Palmitate, Caprylic Glycol, Glycerol, Glycolic Acid, Hydroxyethyl Polystyrene, Triethanolamine, Thymol, Methocel, Octyldodecyl-2-one, Disodium EDTA, Tetramethyl-13-Oxotricyclodecane, Malol, PPG-5, Lauric-5, Methylhydroxydisiloxane, 1,5,5,9-Tetramethyl-13-Oxotricyclodecane, Sodium Polyacrylate, Cholesterol, Benzotriazole, Sorbic Acid, Sorbic Acid, Phenylthiohydant

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